

## Around the Corner

**Oct. 14:** Columbus Day  
No classes, offices closed

SPB film "Courage Under Fire"  
6:30 & 9:15 p.m. - Janikies

**Oct. 16:** Tattoo (temporary) artists  
Noon to 4 p.m. - Bryant Center

**Oct. 18 - 20:** "Weekend in New England"  
Parents' & Family Weekend

**Oct. 19:** New England Festival  
10 a.m. to 3 p.m. - Bryant Center Patio

WJMF Craft Fair  
10 a.m. to 4 p.m. - MAC

United Nations Fair  
10 a.m. to 4 p.m. - Gym

Comedy Sportz and Ventriloquist Taylor  
Mason  
9 p.m. - Gym

**Oct. 20:** Jazz breakfast  
9 a.m. to noon - South Dining Room

**Oct. 24:** SPB pumpkin decorating  
11 a.m. to 2 p.m. - Bryant Center  
Commons

**Oct. 26:** SPB film: "The Rock"  
9 p.m. - Janikies

**Oct. 27:** SPB film: "The Rock"  
6:30 & 9:15 p.m. - Janikies

Daylight savings time ends  
Turn clocks back

Greek leadership safe Halloween party  
for children of Bryant employees  
1 to 4 p.m. - Papitto

**Oct. 30:** "Bram Stokers' Dracula"  
Sponsored by Students Activities  
7 & 9 p.m. - Janikies

**Nov. 11:** Veterans Day

**Nov. 19:** Public Forum: "The 1996  
Elections and Beyond: Where Do We Go  
From Here?"  
7:30 p.m. - Papitto Dining Room

# BRYANT'S

## BUSINESS

OCTOBER 1996 • VOL. 17 • NO. 1

## What a Wonderful Day!

*by Elizabeth S. Kelly*

When the sun rose in Smithfield on September 21, it shone brightly on one of Bryant's most important days in years - the inauguration of President Ronald K. Machtley. On a pristine campus accented by a huge white tent, many volunteers were already hard at work. Anticipation was palpable as the finishing touches were put on preparations for the 1,700 guests, students, faculty, and staff who would attend.

The faculty ably stepped into the limelight for the first event of the day - the Academic Forum. More than 200 visitors were treated to 14 different academic discussions, ranging from "New Ways to View Business Information in the 21st Century" to "Fingerprints Without Fingers: The Scientific, Business, and Social Aspects of DNA Typing." After the sessions, most guests enjoyed a box lunch and listened to a Dixieland band, while others attended a lunch with the Machtleys, college trustees, and former Presidents Trueheart, O'Hara, and Gulski.

Students, staff, faculty, parents, potential students, townspeople, and friends began to gather under the tent for the main event of the day - the installation ceremony. Large

screen monitors showed a video history of Bryant as the excitement mounted among the crowd. The sounds of a lone bagpiper soon filled the air as the academic procession began, bringing representatives from more than 50 institutions together with members of the Bryant Community.

A ceremony steeped in tradition included greetings from representatives of government, the faculty, and



*As the bagpiper plays, the procession begins.*



*It's official!*

*(Continued on page 2)*



# QUICKLY...

President Ron Machtley is the co-author of a new book called "The Telecommunications Act Handbook," published by Government Institute, Inc. Co-authors Leon T. Knauer and Thomas M. Lynch are partners in President Machtley's former Washington, D.C., law firm.

Professor Neal Hannon presented a session at the Corporate Financial Management Conference in Washington, D.C., in May. Its title was "Surfing the Financial Net: Internet Basics."

Steve Sutton, KPMG Peat Marwick Distinguished Visiting Professor of Accounting, spent two weeks in July as a visiting scholar at the University of Tasmania in Hobart, Australia. He conducted a two-day seminar for faculty and graduate students on behavioral accounting research. While in Australia, he presented a research workshop at Griffith University in Brisbane that related to time pressure effects on group decision making and the influence of computerized group support systems.

Bill Baker, director of purchasing and auxiliary services, has received the Walter A. Maher award from the Purchasing Management Association of Rhode Island (PMARI). The award is presented annually to a member who exhibits the highest character and ethical behavior and who is devoted to his or her profession and company. Bill has been a member of PMARI since 1983, is past president, and has served on the board of directors since 1990.

Linda Hackett, director of athletics, has been selected to serve a two-year term as the Northeast-10 Conference representative on the NCAA Division II Management Council Transition Team. She will help design a new governance structure for the Division II membership.

The Association of Governing Boards of Universities and Colleges has announced that former Interim President James A. "Dolph" Norton and President Emeritus William T. O'Hara have been named to its Presidential and Board Assessment Service. The board provides assistance to college and university boards to assure effective campus governance by defining institutional goals and responsibilities as presidents and governing boards interact.

*(What a Wonderful Day! Continued from page 1)*

students. Roger Mandle, president of the Rhode Island School of Design, welcomed Bryant's new president into the academic community.

President Machtley then took the stage to share his vision of the College's future. "This occasion represents more than just a new college president officially accepting the challenge of serving a great institution," he said. "This is a celebration of education itself...of our silver anniversary and our golden opportunities. And it is a renewal of our commitment to education and to each and every student to make Bryant College worthy of their dreams and aspirations."

The president's personal commitment to Bryant and its students was further manifested in the many personal touches that accented the ceremony. President Machtley and Chairman Jack Wolfe were initially seated in the audience but later were escorted on stage for the installation, with Mrs. Machtley joining her husband on the platform. The new president was invested with the trappings of his office by his predecessors. When Chairman Wolfe introduced Bryant's new president, President Machtley was greeted by the first of three standing ovations. Musical selections offered by the Navy Band Newport and the Bryant Singers were symbolic reflections of President Machtley's past in the Navy and his future at Bryant. And Professor Pat Keeley introduced the new college logo, a symbol that encompasses the College's past, present, and future.

The end of the ceremony by no means signaled the end of the festivities. At the post-inaugural reception outside of the Bryant Center, hundreds of guests patiently waited their turn to congratulate Bryant's First Couple. As a jazz trio performed, community members and visitors mingled and sampled a variety of hors d'oeuvres, and hot cider or punch. The Machtleys then joined students for dinner in Salmanson Dining Hall before attending a special concert by the Navy Band Newport.

A cool breeze from the Unistructure brought a bit of magic back under the inaugural tent for the day's finale. Nearly 500 guests, including many townspeople, gathered for an outstanding display of musical talent from the Navy Band Newport. Selections ranged from James Brown's "I Feel Good" to Louis Armstrong's "What a Wonderful World" to an inspiring tribute to the Armed Forces.

It was the perfect ending to a perfect day at Bryant College. It was also a fine beginning for what promises to be a strong tenure.



*The day ended on a high note with a concert by the Navy Band Newport.*



# Faculty Shine at Forum

Inauguration Day showcased Bryant's strengths in many areas, including its academic talent. The day began with 14 faculty presentations - mini classroom sessions that gave visitors a good idea of why the College is rated among the top business schools in the country.

With two exceptions, the sessions lasted about 20 minutes and were repeated three times during the morning. The difficulty, as Professor Hal Records explained to his audience, was how to distill three years of research into those 20 minutes. Nonetheless, he and his partner - Professor Alan Olinsky - did a fine job of explaining how the business manager of the future will have to be able to understand and digest dynamic business information, not just a static balance sheet.

In another session, Professor David Betsch handed out DNA samples for members of the audience to take home with them. (It looks a lot like pocket lint.) And Professor David Ketcham explained why investors might want to put their money in new, rather than established, mutual funds.

The two exceptions to the 20-minute sessions were Professor Judy Litoff's presentation on "mail and morale" during World War II (which had one participant responding, "I'd love to have her job!") and Professor Doug Levin's ongoing mapping of the bottom of the College's ponds. As two of Levin's students rowed carefully around the campus waterjet in a boat, Levin explained, "We've done some risk assessment, and they're prepared to get wet in the interests of science."



*Professor Saeed Roohani demonstrates the paperless classroom.*

The forum succeeded at what it had been set up to do: demonstrate Bryant's classroom strengths. Now the challenge will be to build on that success.

"The major players are going to meet and discuss ways to use classroom demonstrations in other ways that will help us capitalize on the success of the forum," says Earl Briden, dean of faculty. One suggestion is to increase the length of each session, which had been abbreviated because of the need to move large numbers of people through the classrooms expeditiously.

Earl points out that the forum demonstrated how faculty research interests and activities support learning in the classroom. "When



*Trustees and staff get a lesson on DNA sampling from Professor David Betsch.*

Judy Litoff shows her slides of World War II letters, she is demonstrating actual research. Using her collection of World War II letters, students in classes such as hers can do primary historical research. Her research becomes a model for students' research."

As for the effect of the forum on the audience, there can be little doubt. "The best way to expose people to education is to let them see faculty doing their jobs in the classroom," Earl says.

*Following is a list of all sessions and presenters from the Academic Forum:*

Joseph Ilacqua and Mary Prescott: "So It's Just a Matter of Opinion: Developing Knowledge in the College Classroom"

Charlie Cullinan and Gail Wright: "A 'Real World' Real Time Professional Audit Practice Case"

David Lux, Brett McKenzie and Kevin Grau: "History of American Technology: Research Collaboration"

David Betsch: "Fingerprints Without Fingers - The Scientific, Business, and Social Aspects of DNA Typing"

Jerry Montvilo: "SciTech: The Next Generation of Science Teaching"

Hal Records and Alan Olinsky: "New Ways to View Business Information in the 21st Century"

Martin Rosenzweig: "When Is Round Straight?"

David Ketcham: "Faculty Research in Mutual Funds: Investing in New Mutual Funds Versus Long Established Funds"

Saeed Roohani and Mary Lyons: "The Paperless Classroom: A Brave New World of Teaching and Learning"

Keith Murray: "Advertising, Business Ethics, and Public Policy Research: Is American Business Really Being Honest With Consumers?"

Judy Barrett Litoff: "Will He Get My Letter?: Popular Portrayals of Mail and Morale During World War II"

William B. Sweeney: "Economics and Presidential Elections: Case in Point 1996"

Betty Yobaccio: "Multinational Business Simulation"

Doug Levin: "Environmental Mapping of the Reflecting Pond"



## Bryant Has New VP



The Bryant Community welcomes Laurie L. Musgrove as vice president for institutional advancement. Laurie brings more than 13 years of experience in the areas of development and major gifts to the position. She will oversee the offices of development and alumni, college relations, and institutional planning and research.

"Bryant College is very fortunate to have secured the services of a professional with Laurie Musgrove's broad experience and reputation for effectively advancing the goals of colleges and universities," says President Ron Machtley. "She shares my vision that Bryant can reach new plateaus of excellence by enlisting the help of interested donors of good will. She is a highly respected and experienced professional with a remarkable record of success. Laurie's ability to bring coher-

ence and enthusiasm to our efforts will benefit Bryant and our students immediately and for years to come."

Laurie most recently held the position of assistant vice president for development and director of major gifts at Villanova University. Prior to that, she served as associate vice president and director of development at Drexel University; executive director of university development at Pennsylvania State University; director of development for the College of Arts and Science at the University of Missouri-Columbia; and associate director of development, acting director of University affairs, and finally director of development at the University of Texas at Dallas. She holds a B.A. from Southern Methodist University and has studied at the graduate level at the University of Texas at Dallas.

"I want to thank Ron Machtley for inviting me to be a part of the Bryant Community," says Laurie. "As I learn the Bryant story and begin to know the men and women who have brought the College to this point, my enthusiasm for the work ahead of us grows. There is much to be done, but the essentials for success - a loyal alumni body, talented faculty and staff, and strong leadership from the President and board - are here."

## Bryant and RISD to Open Center

President Ron Machtley (right) joins Roger Mandle, president of the Rhode Island School of Design (RISD), in announcing the new Center for Design and Business, a partnership between the two schools.

Hailed in a *Providence Journal-Bulletin* editorial as "an exciting example of collaboration" between two leading institutions, the Center will train artists to run a business and will educate business people about the importance of design in developing and packaging products. The Center will be housed in the Providence-Washington Building in downtown Providence and is expected to have its open house in November.



## BY THE WAY...

The 5th Annual Jane Doe Walk for Women's Safety will take place in Boston on Sunday, October 12. A team of Bryant walkers will once again be among the walkers. They invite everyone in the Bryant Community to join them - and bring friends and family! For more information, contact Nanci Weinberger in Suite B at Ext. 6411 or send an e-mail to [nweinber@research1.bryant.edu](mailto:nweinber@research1.bryant.edu) or Meghan Fraleigh at [mmfralei@acad.bryant.edu](mailto:mmfralei@acad.bryant.edu).

Lots of good news from Information Technology's Bettie Weber. She and her husband, Ken, are proud first-time grandparents. Zachary Steven, who weighed 7 lbs. 8 oz., was born in San Diego on June 4 to their son, Steve, and his wife, Nikki. Bettie and Ken also wish to announce the marriage of their daughter, Suzy, to Jimmy Zuffoletti. They were married on Narragansett Beach on September 8, the day after Hurricane Fran swept through the area. Congratulations to all!

Sandy Sylvia of Bryant Center Operations and her husband, Bob, are happy to announce the marriage of their daughter, Cherie, to Gregory Tucker. They were married June 21. Congratulations!

Congratulations to Student Activities Director Deb Pasquarella, and her husband, Michael, on the birth of their daughter, Molly Rose Pasquarella. Molly was born June 10 and weighed 9 lbs. 14 oz. She joins her 2-year-old brother, Michael, at home.

Jane St. Onge of Faculty Suite G sends her thanks to the Bryant Community for the kind expressions of sympathy following the death of her mother, Beatrice Harris, of Woonsocket.

Academic Records now has its own "Happy Grandmothers' Club". Jeanette Harrington's granddaughter, Alexandra Marie Pichette, was born July 18 to Lynne and Thomas. Lubov Titzmann's grandson, Spencer Bragg Titzmann, was born August 17 to Paul and Gloria. Robbie and Ray Camara are grandparents to Taylor Skye, born February 21 to Eric and Jessica. Jeanette, Lu, and Robbie say thank you to their colleague, Claire Senecal, for listening to all their grandma stories.



# A Bryant Town Meeting

*At a "town meeting" on August 29, President Machtley shared with faculty and staff his beliefs about education and his hopes for the College. The following is a synopsis of those remarks. A tape recording of the full session is available in College Relations.*

## Changing Lives

I believe in a simple phrase: Education can change lives, change companies, and even change countries.

I think we should all remember that, and be thankful for this capacity in which we are all involved. We have the opportunity to create incredible individuals who will go on and do wonderful things. When you think about it, it doesn't get any better than that.

For me the number one issue that's most important is that we can make a difference. What we are doing is not just getting up and going to work and making sure that the bottom line is right. We're involved in higher education and that can literally change lives.



*Faculty and staff congratulate President Machtley after the meeting.*

## Achieving Focus

Ever since I was named president, I have been focusing on what our mission should be. Should we focus on the institution? Should we focus on ourselves? Or should we focus on the students and make them the best and vicariously make ourselves the best?

I think it's the latter. What I feel passionate about is that this is one of the few jobs in which we feel better by making someone else better. Think about it. If we make our students better, we will ultimately be better, our institution will be better.

We need to create an environment in which each individual student can become his or her personal best. We want to raise their level of expectation. We want to be hard; we want to be tough. But we also want to be compassionate and caring. I feel very strongly about this.

## Getting There

We need to focus on a few things.

First, a strong academic core where all of the students are getting a good education.

Second, we have to ensure that our students have proficiencies in technology so that they can use the next technologies which are coming.

Third, we need to recognize that we are living in a global community. It's very important that we think globally.

Lastly, we need to prepare our students to perform after graduation. We need to make sure that they communicate effectively and write persuasively; can perform in groups, both as leaders and as participants; and develop their own personal effectiveness skills.

We need people in the world who have integrity, faith, who have commitment to what they're doing; people who are not just thinking of themselves, but are thinking of others. We need people who

are innovators, risk-takers. Part of that is working on ourselves, helping us to be risk-takers, helping us to make mistakes and not forget to learn from them.

## Taking a Role

Some of you may say, "I'm not a professor. I don't interact with the students in a classroom. Therefore, there's no role for me here at Bryant College except to do my job and go home."

There is a role for everyone. This is the Bryant Symphony. *You* are the Bryant Symphony. Each of you has a different skill, a different instrument that you play. Many of you are very good.

Some of you might like to play as a soloist and that's fine, except that we have to play as a team. We have to develop a culture where we're willing to share back and forth ... where we're willing to help one another ... where we're willing to make mistakes, get back up, and get moving again.

None of us individually can be successful in this institution unless all of us are successful. I can only be successful if we're all successful. No one knows what is capable of happening if we develop a symphony orchestra that plays music that has never been played before.

Some of you will play off-key. I will play off-key. In fact, a friend of mine told me, "Being a president of a college, regardless of your background, is like learning to play the violin in public."

You're going to hear some real squeaks coming out of my office. But you help me and I'll help you. And the music will be something that's magnificent.



## NEW FACES



**Marsha J. Maxwell**  
Manager of Information  
Management

Marsha comes to Bryant from Hollingsworth & Vose Company in East Walpole, Mass., where she served as director of quality and most recently as director of business systems. Prior to that, she held several positions at The

Foxboro Company. Marsha holds two B.A. degrees from the University of Rhode Island, and an M.S. in computer science from Worcester Polytechnic Institute.



**Tanya D. McGinn**  
Assistant Director of Student  
Activities

Tanya joins Bryant from Emporia State University in Kansas, where she was a graduate assistant for student organizations and activities. Prior to that, she held internship positions for the Kansas Legislature and Memorial Union.

Tanya holds a B.A. from Washburn University and an M.S. from Emporia State University.



**Beverly A. Mouradjian**  
Manager of Corporate Training  
and Consulting Services  
Center for Management  
Development

Before assuming her present position, Beverly served as interim manager since 1995. Previously, she held positions at Childreach in Warwick, first as director of

human resources and administration and then as vice president of organizational training and development. Beverly holds a B.A. from Rhode Island College and is a certified advanced total quality management facilitator.

Congratulations to the following individuals on their recent promotions:

**Mary Alice Conlon:** Director, Advancement Services  
**Denise Godin:** Assistant Director of Career Services/Recruiting Manager

The following have accepted new positions:

**Jean Dominici:** Secretary, Advancement Services  
**Evelyn Dvorak:** Assistant Director of Corporate, Foundation & Government Relations  
**Nicole Melmed:** Development Researcher

## The Two-Minute Drill

*by John White*

The athletic department welcomes three new head coaches.



*Coach Jerry Hassard*

When people talk about college track or cross country, the name Jerry Hassard is sure to come up at some point during the conversation. Jerry's accomplishments during his 20-year tenure as the University of Iowa's head coach are impressive: Big-10 Coach of the Year, two individual NCAA champions, 50 All-Americans – the list goes on. A former Rhode Island high school and collegiate track standout, Jerry was lured back to the Ocean State to take over the Bryant men's and women's track programs in July. The future looks bright for the track teams.

Theresa Garlacy and Seamus Purcell are no strangers to the Bryant community. An assistant volleyball coach since 1994, Theresa was the logical choice to take the head coaching reins when Karen Mendes left in August. Seamus becomes the head men's soccer coach after a year as assistant head coach of the women's soccer team.

## College Has New Logo



At the beginning of the inaugural ceremony, Professor Pat Keeley unveiled the College's new logo. The image includes a pillar representing the strength of the College's past, a globe signifying Bryant's current and future world view, and a streak of action.

The project was nearly one year in the making, following focus groups held last winter with 150 individuals. The logo was developed by a design firm working with an all-college team.

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